

**REMARKS / ARGUMENTS**

Claims 26-34 remain pending in this application. No claims have been canceled or added.

**Claim Objections**

Claims 26 and 32 have been amended to overcome the Examiner's rejection under this section of the Office Action.

**35 U.S.C. § 103**

Claims 26-34 stand rejected under 35 U.S.C. §103(a) as being anticipated by Scott et al (U.S. Patent No. 6,338,094) in view of Downs et al (U.S. Patent No. 6,226,628). These rejections are traversed as follows.

The present invention is directed to a data display method, a data terminal and a computer readable computer medium having recorded thereon a program to be used in a data display system wherein electronic watermark information including information that is desired to be disclosed by an information exhibitor, information regarding an expiration term to be used to control display of the information, and information regarding electronic signature to conduct verification of authenticity of both the information that is desired to be disclosed and the information as to the expiration term are watermarked. The image mark symbolically expresses a content of the electronic watermark information embedded in the image mark.

In order to further clarify the present invention, the displaying step of claim 26 has been amended as follows:

controlling to displaying said image mark on a display of said data terminal, if a current time obtained from said information as to the clock falls within the expiration term represented by said information as to the expiration term, and controlling to not display said image mark on the display of said data terminal, if a current time obtained from said information as to the clock falls beyond the expiration term represented by said information as to the expiration term;

A similar amendment has been made to claims 29 and 32. Therefore, according to the present invention, first multimedia data that is to be disclosed is embedded in second multimedia data. The second multimedia data has an element symbolizing the embedded first multimedia data. The second multimedia data is also provided with information for confirming the reliability of the first and second multimedia data and information for controlling their display (see specification, page 6, lines 1-14 and Figs. 12A and 14, for example).

In addition, the second multimedia data may have embedded therein outline information of the first multimedia data as opposed to detailed information that is to be disclosed, such as the first multimedia data itself. In other words, Applicants' second multimedia data may be provided with information of a link to a site where the detailed first multimedia data is provided (see specification, page 7, lines 15-25 and Fig. 13, for example).

On the other hand, Scott et al disclose an interactive television system in which information related to video data is downloaded on a user's display device as

needed. The information related to the video data is displayed when a user clicks a displayed mark indicative of the information related to the video data. Downs et al disclose encrypting data so as to be decryptable by a data decrypting key.

However, both Scott et al and Downs et al fail to disclose or suggest that the claimed image mark is not displayed if the current time falls beyond the expiration term embedded in the image mark. In other words, while Downs et al may refer to an expiration term, they fail to disclose or suggest how such expiration term would be used. As such, it is submitted that the pending claims patentably define the present invention over the cited art.

**Conclusion**

In view of the foregoing, Applicant respectfully requests that a timely Notice of Allowance be issued in this case.

Respectfully submitted,

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